Le varietà arricchite con cioccolato o champagne hanno dato mavoi impulso alle vendite

I risultati dell'analisi dell'Octa - Snia Viscosa

Il costo del lavoro frena Niente crisi per il panettone la ripresa del tessile In aumento produzione e consumi

un vero e proprio investimento.

1 personal

computer

e gli oggetti

IL SOLE-24 ORE 23 DICEMBRE 1981 - Pagina 4 🚁 BEECO

Consumismi strenato avevano in parte appannnato.

in funzione della loro utilità, con un occhio più attento ai cordoni

della borsa. Attualissimi sono tutti gli oggetti che hanno un le-

game con l'elettronica, dai giochini di poche migliaia di lire ai

personale computer che costano milioni, passando per gli elet-

trodomestici e l'Hi-Fi. Tuttavia, se la maggior parte dell'atten-

zione va ai nuovi settori, assai ricca è la possibilità di scelta dei

regali tradizionali incominciando dall'abbilgamento dove il pul-

lover continua ad essere l'oggetto più apprezato. Anche gli ac-

cessori riscuotono le simpatie dei torinesi (in particolare le ditte)

con una propensione per quelli d'oro e d'argento, considerati

Abbandonati i toni stravaganti, le strenne verranno scelte

L. M.

r di Torino e Ford

Napoli

d'oro

Tra le novità una tombola con cabala in napoletano e inglese

NAPOLI - Costa 4 mila lire ed è in vendita nelle edicole e nelle librerie. Si chiama «tombola napoletana» e non è altro che la vecchia tombola, arricchita, per ogni numero, di vignette raffiguranti segni della cabala e di una triplice dizione in napoletano, italiano e inglese. Un regalino gustoso e intelligente che rappresenta l'autentica novità di questo Natale partenopeo. La tombola conferma comunque un'altra tendenza: sono molto di moda gli oggetti che costano poco, magari dell'artigianato locale (dai pastori al corallo) che possano compensare l'inflazione galoppante. Un altro segnale di questo secondo Natale del dopo-terremoto viene dalla grande attrazione che esercitano dolci, cibi e i prodotti dell'abbigliamento, in particolar modo a quelli esposti sulle bancarelle, che quest'anno si sono moltiplicate. In genere i negozi sono semideserti, con qualche eccezione per i giocattoli Per giunta molte tredicesime sono in ritardo. E purtroppo non vale costruire un babbo natale alto 25 metri. eretto dai negozianti di via Duomo, per invogliare la gente a comprare come faceva una volta.

P. A. T.

Milano

Gli acquisti di giocattoli sono

MILANO - Come stanno andando le vendite di giocattoli. dai più considerati voluttuari e tuttora caratterizzati da un'elevatissima stagionalità (più del 65% dei giocattoli si vende durante le festività natalizie)'.

Le prime indicazioni che giungono dal dettaglio sono contradditorie: la grande distribuzione è stato ricuperato, nei confronti dello scorso anno, il differenziale di inflazione (+20% circa). Il dettaglio tradizionale è invece sostanzialmente più pessimista, con valutazioni che vanno da un volume di vendite pari a quello del 1980 (senza tenere conto dell'inflazione) fino a saldi negativi del 10% o più.

Su di un dato sembrano tutti d'accordo: quest'anno le ven-El coctanzialmente mancato tutto

Secretary of Persons Street Value of Street Street

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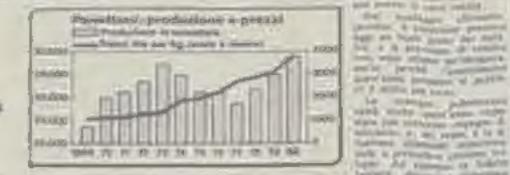
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I risultati dell'analisi dell'Octa - Snia Viscosa

Il costo del lavoro frena la ripresa del tessile

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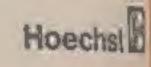


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Spesi quest'anno 500 miliardi per agendine, accendini e televisori

L'azienda non rinuncia ai regali per farsi ricordare dai clienti

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